



Training Case Study: How to change your sales representatives from information providers to high performing sales people.

Remap have worked in the pharmaceutical sales sector for 3 years. They recently completed an extensive training programme for a Specialist Care Business Unit in a Top 10 Blue Chip Pharmaceutical business. An independent study ** using data from the company's own Field Intelligence Department reviewed what effect the Remap profiling and workshops had on sales.

Demonstrable ROI

Individual sales productivity was analysed from April 2002 until March 2004 – this tracked 12 months' worth of information before and after Remap's intervention. Copies of the full case study are available by sending your details to info@remap.co.uk; however the key findings are contained below.

UK Achievements

- 25% increase in sales year on year
- Increase in sales revenue of £1.3 million
- Average £17k increase in sales per month per salesperson
- ROI for the project amounted to over £3/4 million ***

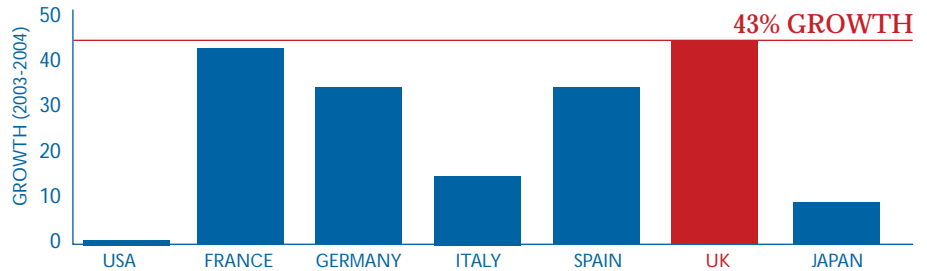
The Medical Department was also included in the process and total business growth for the period was over 35%. This increase has been maintained. Latest figures up to August 2004 show that growth continues to increase at 43% and sales are still exceeding targets! Current sales of the drug are £1.5 million per month and the business unit presently stands at the top of the league table of the 7 major pharmaceutical markets in the world.

Remap's approach is 'just perfect for salespeople!' **Head of Training**

Unique Development Approach

With over 10 years of experience in helping salespeople understand and master some of the key elements of the psychology behind succeeding in sales, Remap know that many medical representatives are actually uncomfortable about using their skill sets to influence prescribing patterns and increase sales in certain situations. They are much happier to act simply as information providers. The second key premise for their approach is simply that the

Drug A sales growth v previous year in the seven major pharmaceutical markets in the world



more people enjoy their jobs, the more effective they become. By addressing these 2 fundamental areas, Remap are able to improve performance of existing sales people and to assist in the recruitment process, ensuring that newly recruited people actually want to sell. The huge advantage that Remap's approach has is that it provides an opportunity for sustained improvements in performance. Also, Remap's approach never contradicts or competes with any other training initiative that an organisation may want to use.

"Remap provided us with a fantastic catalyst for change with their profiling and workshops. It's absolutely unique and made a huge difference to my business by delivering astonishing results."
Business Unit Director

Improving the Performance of Existing Team Members

In this particular project, Remap started by providing every member of the team with an opportunity to look at the areas within sales that they found uncomfortable, using Remap's unique online profiling tool. Remap then helped each individual understand what they could do for themselves to feel more confident, happier and ultimately sell more. Remap also provided team members with personal coaching until their work beliefs and patterns had changed.

Ensuring New Recruits Really Wanted to Sell

Crucially, as real uplifts in sales began to be achieved, the Business Unit Director and his Management team began to use Remap to profile potential new recruits and provide interview assistance. They felt that Remap's

support enabled them to ensure that a true desire and propensity to sell existed in their new starters, regardless of their previous sales or Pharmaceutical experience. This extra reassurance was extremely important as the Management team wanted to recruit from fresh sources rather than from just the "same old pool" that all the other Pharmaceutical companies were fishing from.

Outstanding Results

In less than one year, the Business Unit Director and his Managers reconstructed the UK sales team and took them from the bottom of the Global League table to No1 in the top 7 pharmaceutical markets in the world. They continue to enjoy sustained success.

Remap is a highly successful training organisation that specialises in increasing sales performance. To find out how they can start to help your business increase sales activity and productivity, contact one of their team on 01604 639631.



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** Behavioural Sciences Research Press (Dallas, USA)
*** Paired t-test.
N.B. Apart from the normal ongoing training of ITC's etc, there were no other additional 'new' interventions used during the period in question